



## STAFF REPORT INFORMATION ONLY

### Toronto Public Library Foundation – Donor Recognition Policy

<b>Date:</b>	March 24, 2014
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian

#### SUMMARY

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The Toronto Public Library Foundation secures funds on behalf of the Toronto Public Library to enhance the Library's collections, programs, technology, services and facilities. This supplementary revenue is used to enhance the level, extend the range and improve the quality of library service in support of identified priorities.

The Toronto Public Library Foundation Board recently approved a revised Donor Recognition Policy. The current approved version is provided to the Toronto Public Library Board for information. This Foundation Board policy is used as a part of their overall framework for donor relations and stewardship.

#### FINANCIAL IMPACT

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There is no financial impact associated with this report.

The Director, Finance & Treasurer has reviewed this financial impact statement and is in agreement with it.

#### DECISION HISTORY

The Toronto Public Library formally adopted the Toronto Public Library Foundation as its Foundation and gave it responsibility for all fundraising for the Library in March 1998. A Letter of Understanding between the Toronto Public Library Board and the Toronto Public Library Foundation Board was renewed in December 2009. In the Letter of Understanding, fundraising is broadly defined to include all gifts, gifts-in-kind, barter, donations, sponsorships, bequests, endowments and donor membership programs.

The Toronto Public Library Foundation Board approved a Donor Recognition Policy on October 28, 2004 and provided it to the Toronto Public Library Board for information on January 17, 2005. After the Library's Naming Policy was introduced in 2006, the Toronto

Public Library Foundation updated its Donor Recognition Policy to accurately reflect the provisions of that policy.

The Foundation Board revised the Donor Recognition Policy on January 30, 2014.

## **ISSUE BACKGROUND**

The donor recognition policy is intended to allow for the public recognition of the generosity of donors, to create and nurture positive relationships with donors, and creates a standard, consistent approach to donor recognition.

## **COMMENTS**

The Foundation's policy has been revised to include donations from estates. It clarifies that benefits associated with sponsorship agreements are not covered by this policy. It states that major capital campaigns will have dedicated donor programs that will be consistent with the Donor Recognition Policy and that any deviation will be approved by the Foundation Board and as applicable, the Library Board. The policy is explicit about the need for agreement between the Foundation and the Toronto Public Library on the design and installation of signage related to recognition. Finally, definitions were reviewed and revised for clarity.

New minimum gift levels for recognition in association with the naming of spaces within library branches are introduced in the Donor Recognition Chart and reflect the levels approved by the Library Board on January 20, 2014 in the Framework for Space Naming Opportunities for all branches.

Recognition is a component of effective donor stewardship and may include any or all of the following elements: recognition in association with the Naming, listing on plaques and/or donor walls, in print materials or on the website; media releases; special library cards; invitations to events; special mailings or newsletter subscriptions. The specifics of these are delineated in the Donor Recognition Chart in Attachment 2.

The policy also establishes that donor recognition will be cost-effective and will not exceed 2% of the gift value or 1% of major gifts over \$500,000. Any special recognition for a donor that does not conform to the categories established in the policy will be brought to both the Foundation Board and the Library Board for approval.

These donor levels may be recognized on the following Library property:

- Annual Donor Wall;
- Cumulative Donor Wall;
- Interior Plaque;
- Interior Lettering/Naming;
- Exterior Signage/Naming;
- Capital Donor Wall/Centenary Plaque.

In addition, provision is made for name listing recognition in Library and Foundation publications as well as other benefits such as spotlights in the Foundation Annual Report, in *What's On*, on the Library website and recognition on TPL program collateral.

## **CONTACT**

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## **SIGNATURE**

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Jane Pyper  
City Librarian

## **ATTACHMENTS**

Attachment 1: Toronto Public Library Foundation Donor Recognition Policy  
Attachment 2: Donor Recognition Chart